

PUCCI



Pucci Junior

Pucci defines the new leading direction of the Maison under the Artistic Direction of Camille Miceli. That's a real journey that embraces the junior line as well. A modern way of being and moving through life, with an ultra-contemporary wardrobe, exuding a luxury and cheerful allure, which has its roots in the brand's history.

THE SPIRIT

In the Spring/Summer 2023 Pre-Collection signed by Pucci Junior, the first ever selection conceived by the artistic director Camille Miceli, the strong connection with the women's line comes to life. In this collection, mother and daughter are increasingly bound together in a contemporary vision that translates into the Maison's new path: welcome to the new, interactive Pucci Community.

THE LOGO

Among the protagonists, the new signature logo, inspired by the catalogue label "Capri Sport", becomes the detail completing the collection's allure: the two intertwined fishes to form the iconic P of Pucci come to life on t-shirts, hoodies, and new buttons. These timeless details make their way among soft, versatile mini-dresses, matching blazers, lovely shirts, and funny coordinated sets.

THE COLLECTION

The all-over *Marmo* [marble pattern] print, proposed in shades of pink and khaki, is the fil rouge on trapeze dresses, chemises and suits, creating modern outfits characterized by playful and casual elegance.

Fabrics are fluid and soft: cotton gabardine and poplin are twined together with precious twill, creating looks lying on sophisticated simplicity.

The printed details recall the Maison's origins with a new way of designing them, following the imperfection of the handmade, enhancing the garments for daily use, such as sweatshirts and knitwear - often downplayed with ribbons, threaded through

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metal eyelets - and embellishing the more elegant ceremonial proposals such as the embroidered jacquard dress.

Denim and neoprene, jersey, and a military touch complete the Pucci Junior collection with fluid and trendy garments.

Impossible not to notice the iconic "Emilio" patch taken from an archive label and embroidered on bolder looks such as the maxi-suit with contrasting printed inserts and the innovative cargo trousers.

THE NEW GIFTING

Accessories complete Pucci's 'New Journey'. They become the protagonists of the most sought-after outfits: hair clips, all-over printed bracelets and scrunchies. Such items turn out to be elegant and joyful gifts.

The newborn collection picks up on the mood of the junior line with an increasingly articulated proposal. Baby suits, rompers, and coordinated looks are made out of soft jersey and matched with practical and cool accessories such as the mummy bag and the printed bibs; or the tender clutch bag with all-over printed edged cotton handkerchiefs - one for each day of the week - and the revamped sleeping bag. These are the perfect gifts to welcome newborn little girls.



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